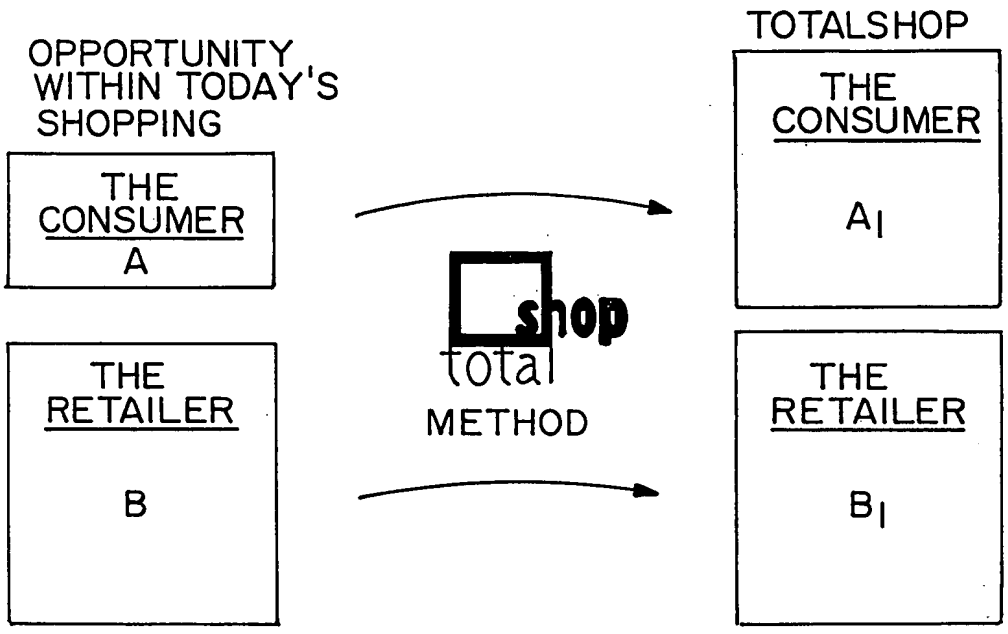
OPPORTUNITY
WITHIN TODAY'S
SHOPPING
THE
CONSUMER
A
THE
RETAILER
B
total
shop
METHOD
TOTALSHOP
THE
CONSUMER
A1
THE
RETAILER
B1

FIG. 1

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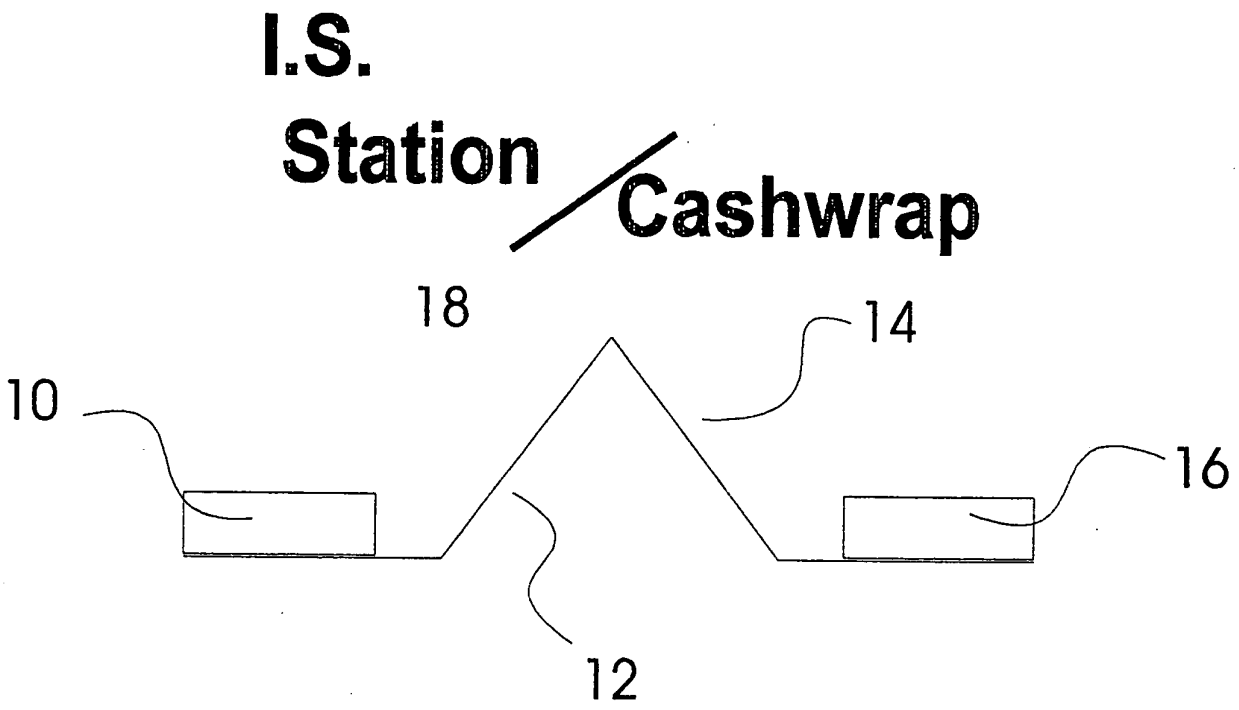

Fig. 2

TO2290 8hTh8760

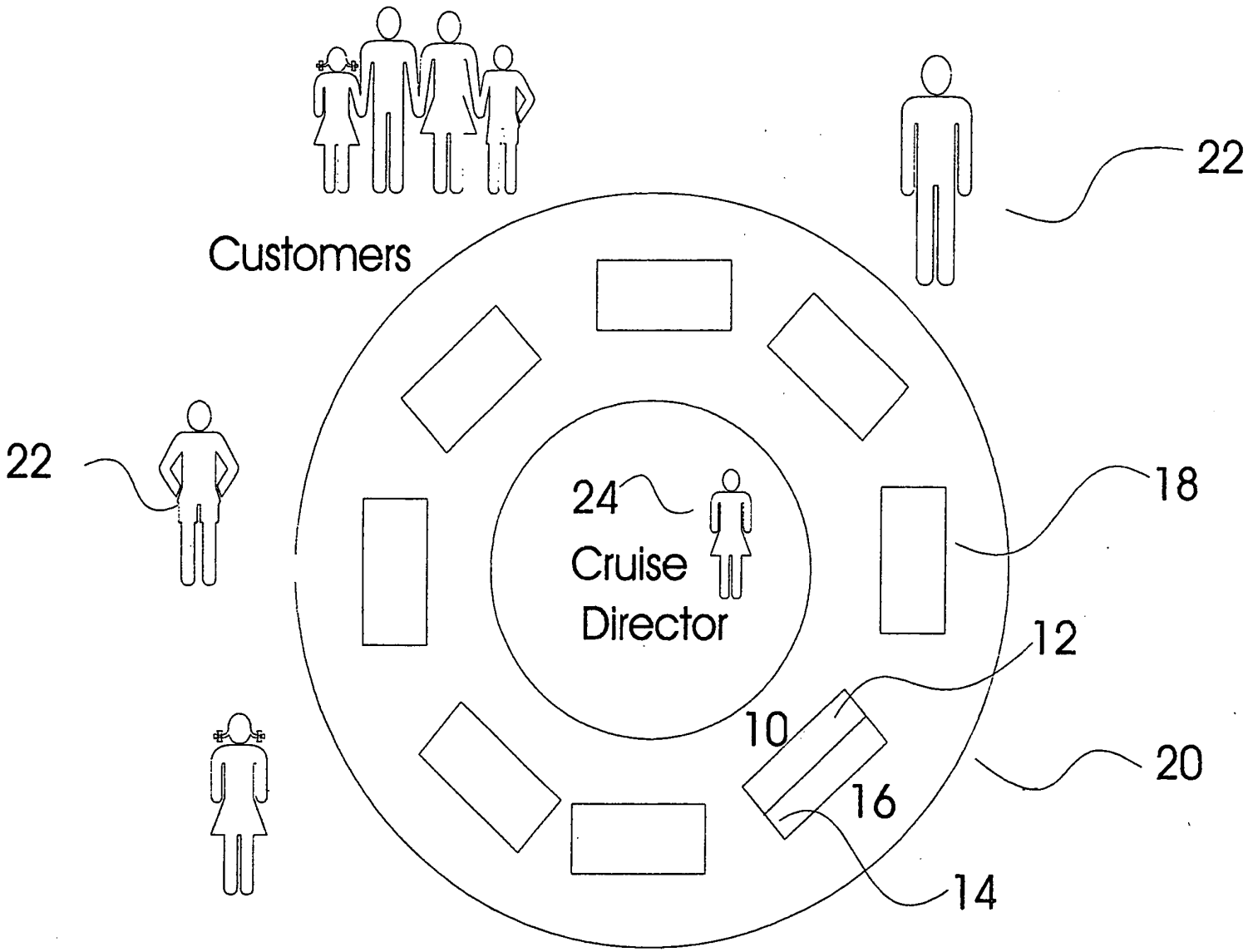

Fig. 3

T02290 8hTh8260

Stand alone
Station

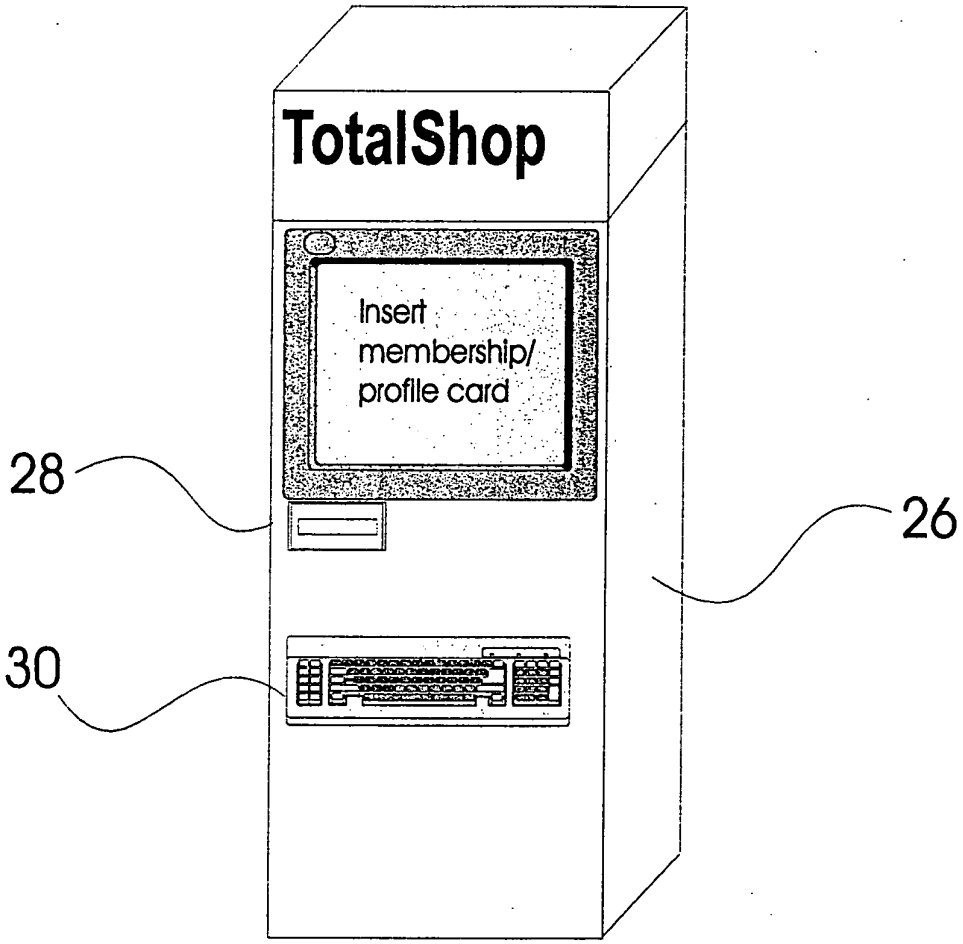

Fig. 4

T02290 "8hTh8760

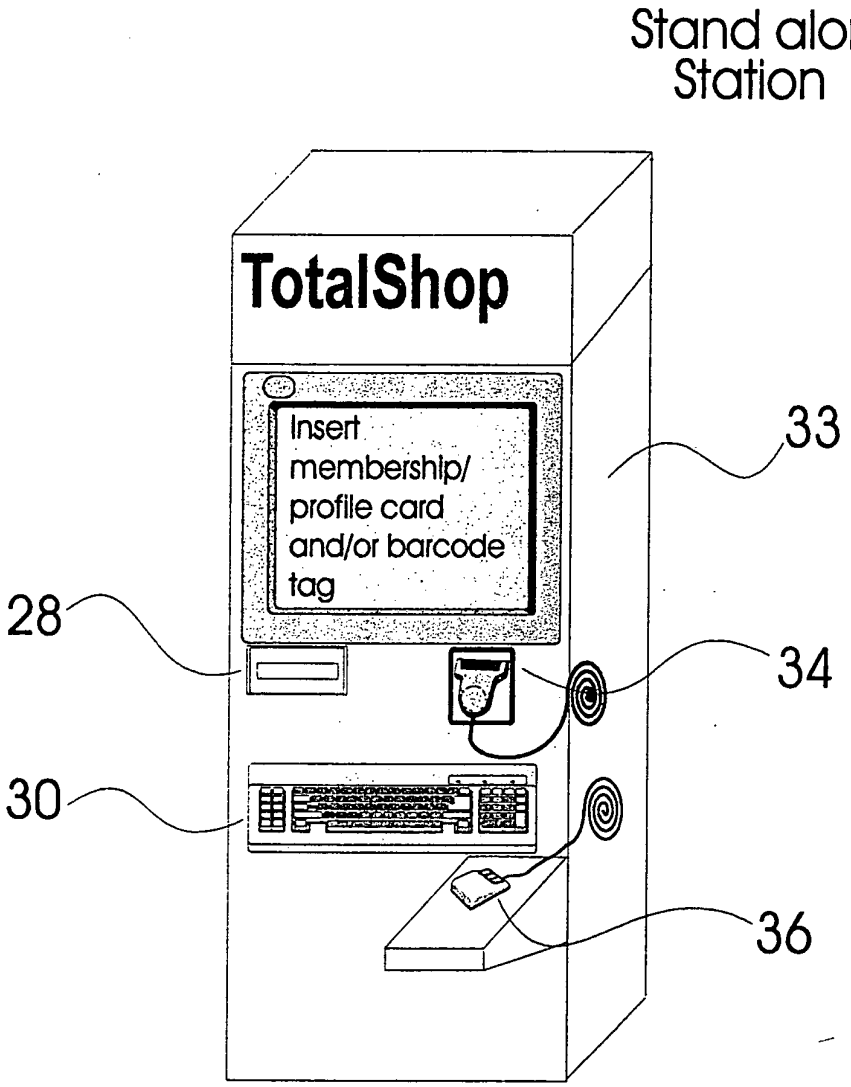

Fig. 5

T02290 B1 EP0897160

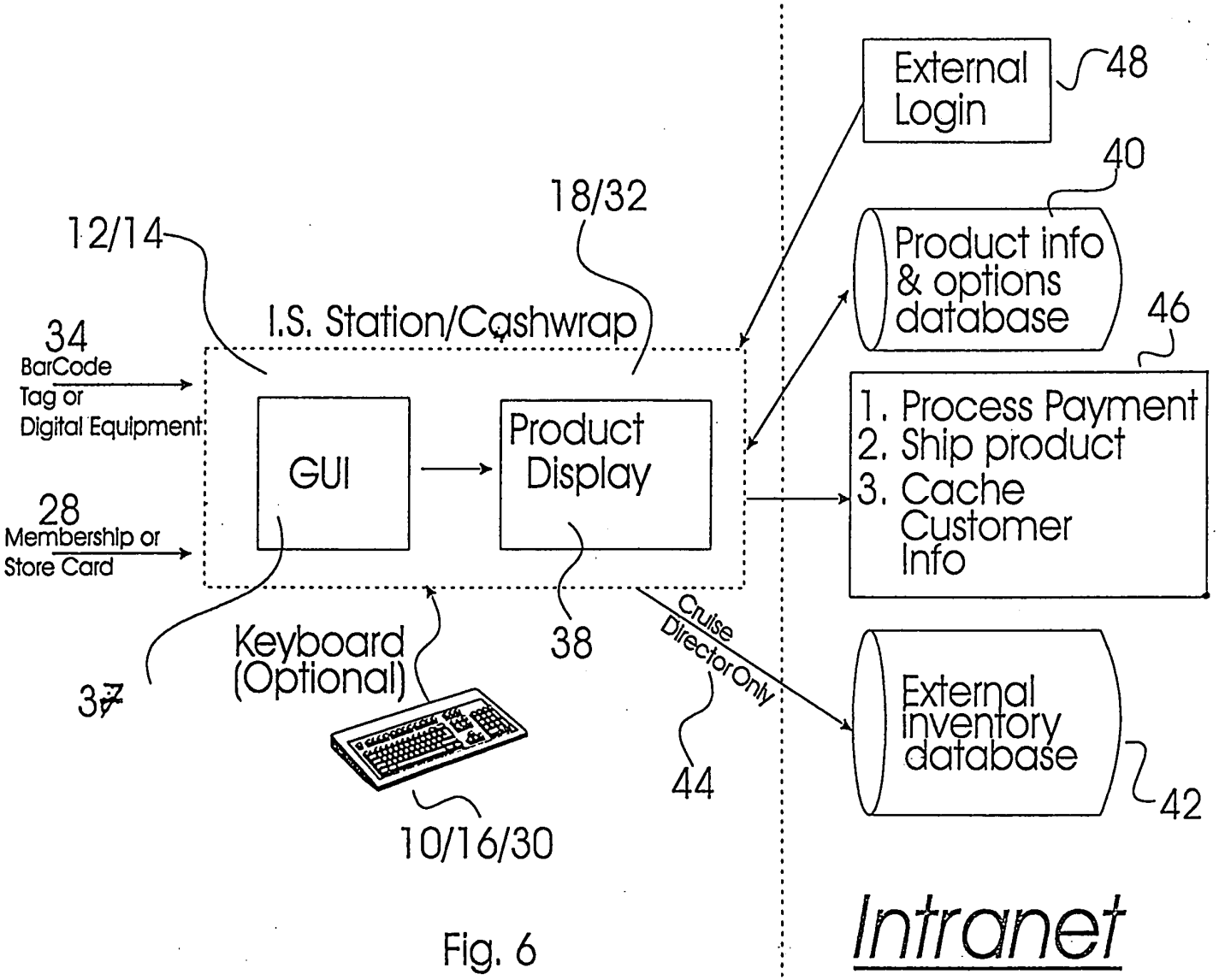

Fig. 6

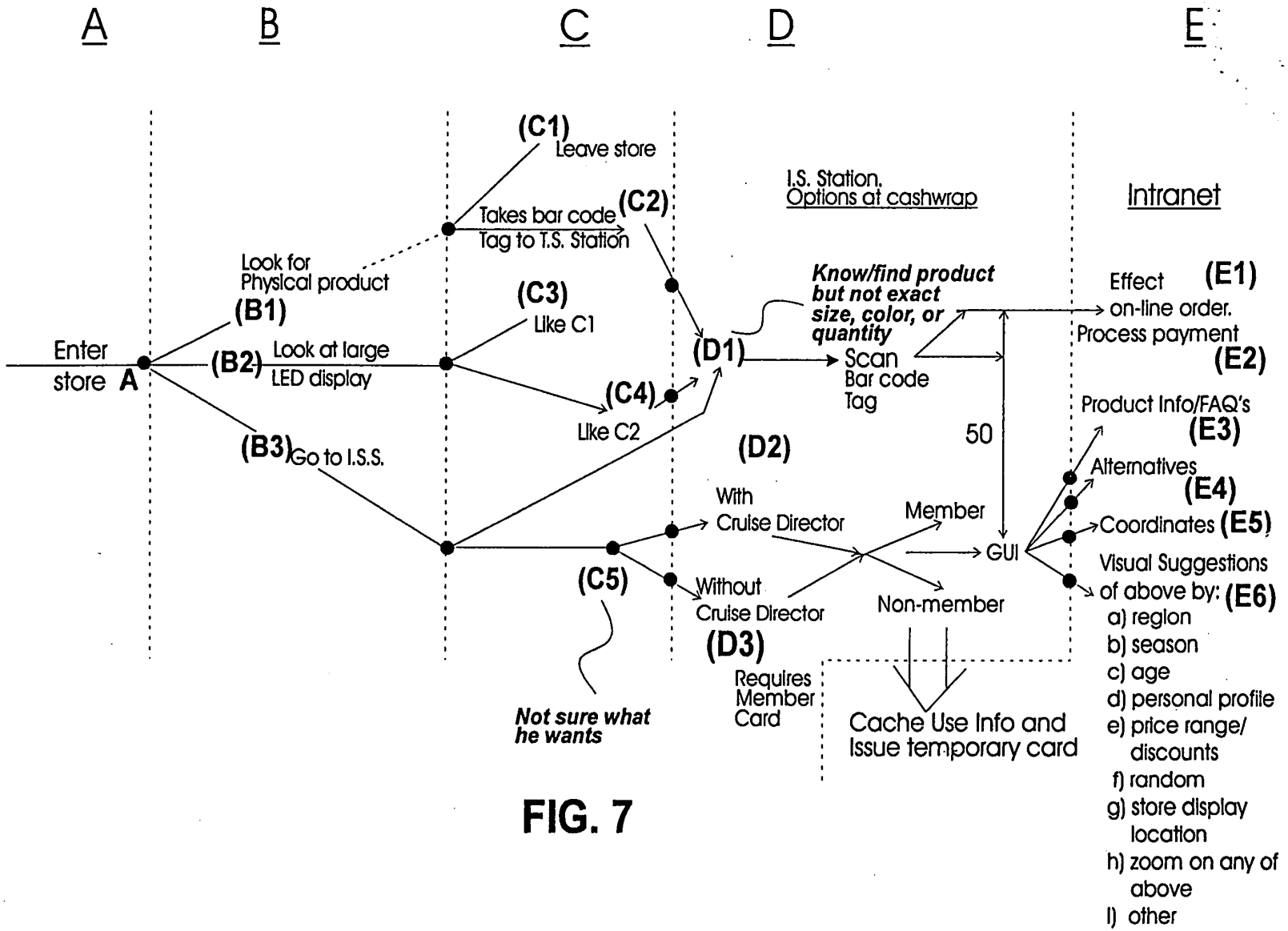
A
B
C
D
E
Enter store A
(B1) Look for Physical product
(B2) Look at large LED display
(B3) Go to I.S.S.
(C1) Leave store
Takes bar code Tag to T.S. Station
(C2)
(C3) Like C1
(C4) Like C2
(C5) Not sure what he wants
I.S. Station. Options at cashwrap
(D1)
Know/find product but not exact size, color, or quantity
Scan Bar code Tag
50
(D2)
With Cruise Director
Without Cruise Director
(D3) Requires Member Card
Member
Non-member
GUI
Cache Use Info and Issue temporary card
Intranet
Effect (E1) on-line order. Process payment (E2)
Product Info/FAQ's (E3)
Alternatives (E4)
Coordinates (E5)
Visual Suggestions of above by: (E6)
a) region
b) season
c) age
d) personal profile
e) price range/ discounts
f) random
g) store display location
h) zoom on any of above
I) other

FIG. 7

T02290 8hTh8760

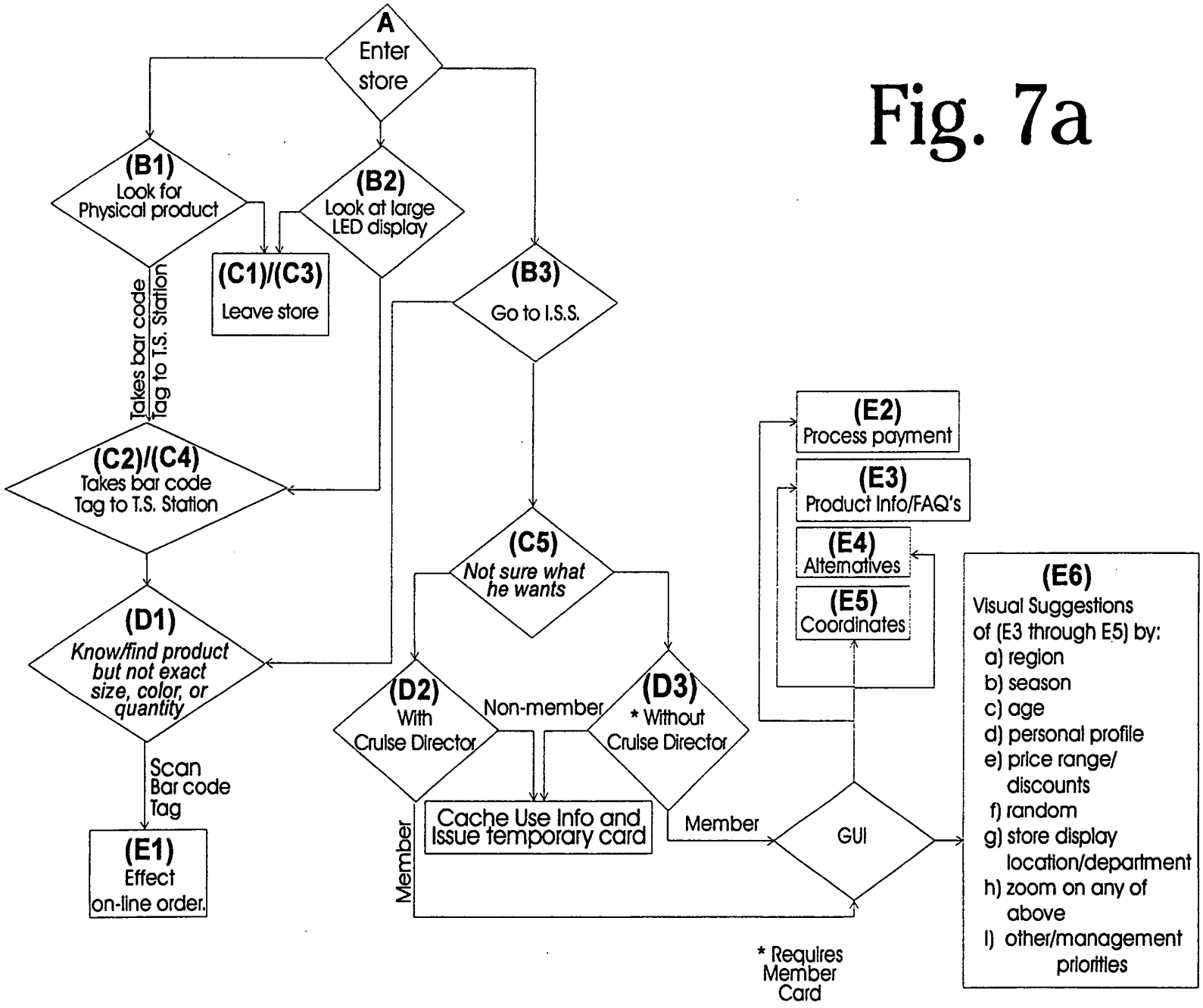

Fig. 7a

T02290 8th Th8760

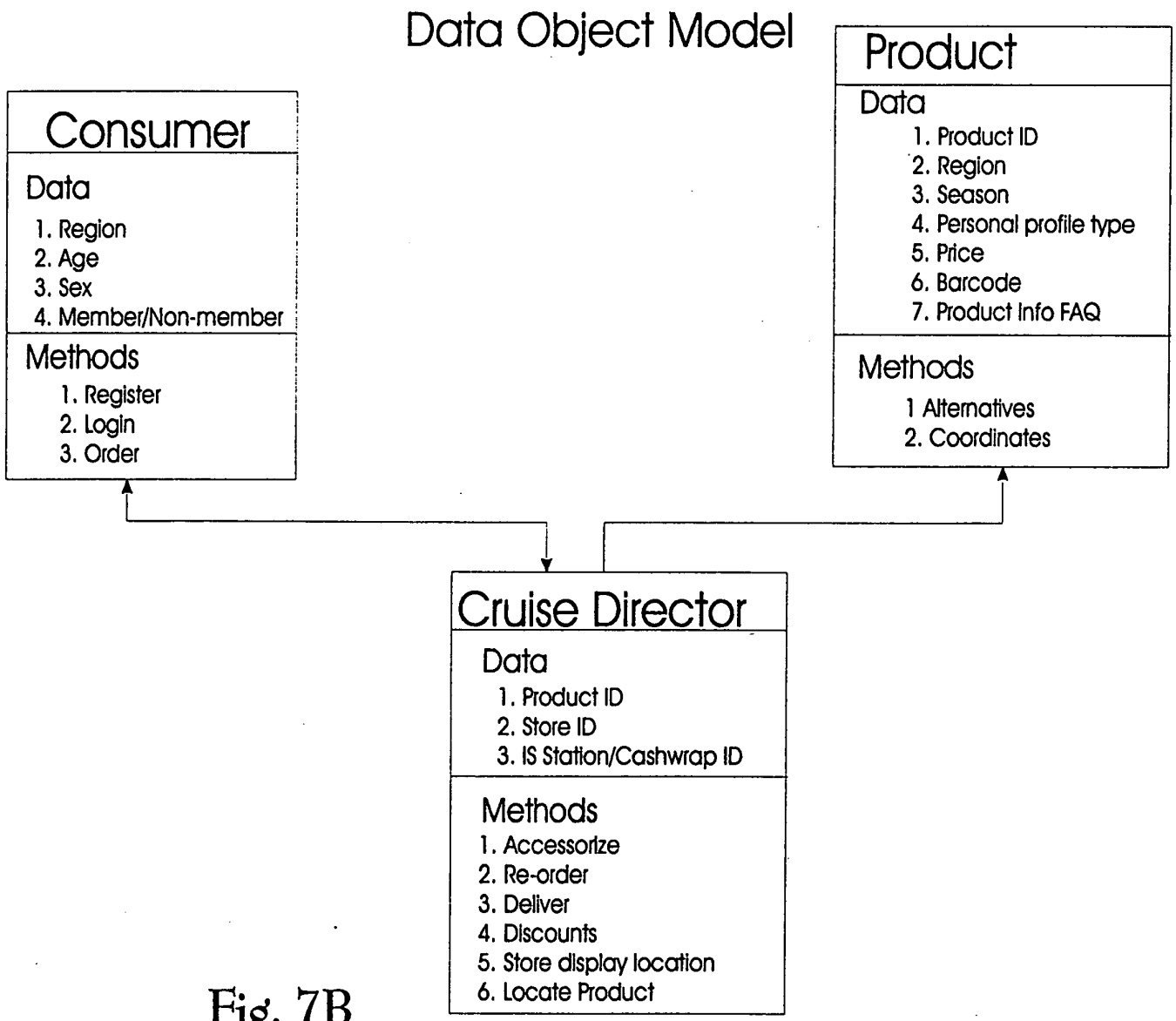

Fig. 7B

09784148 - 05220101

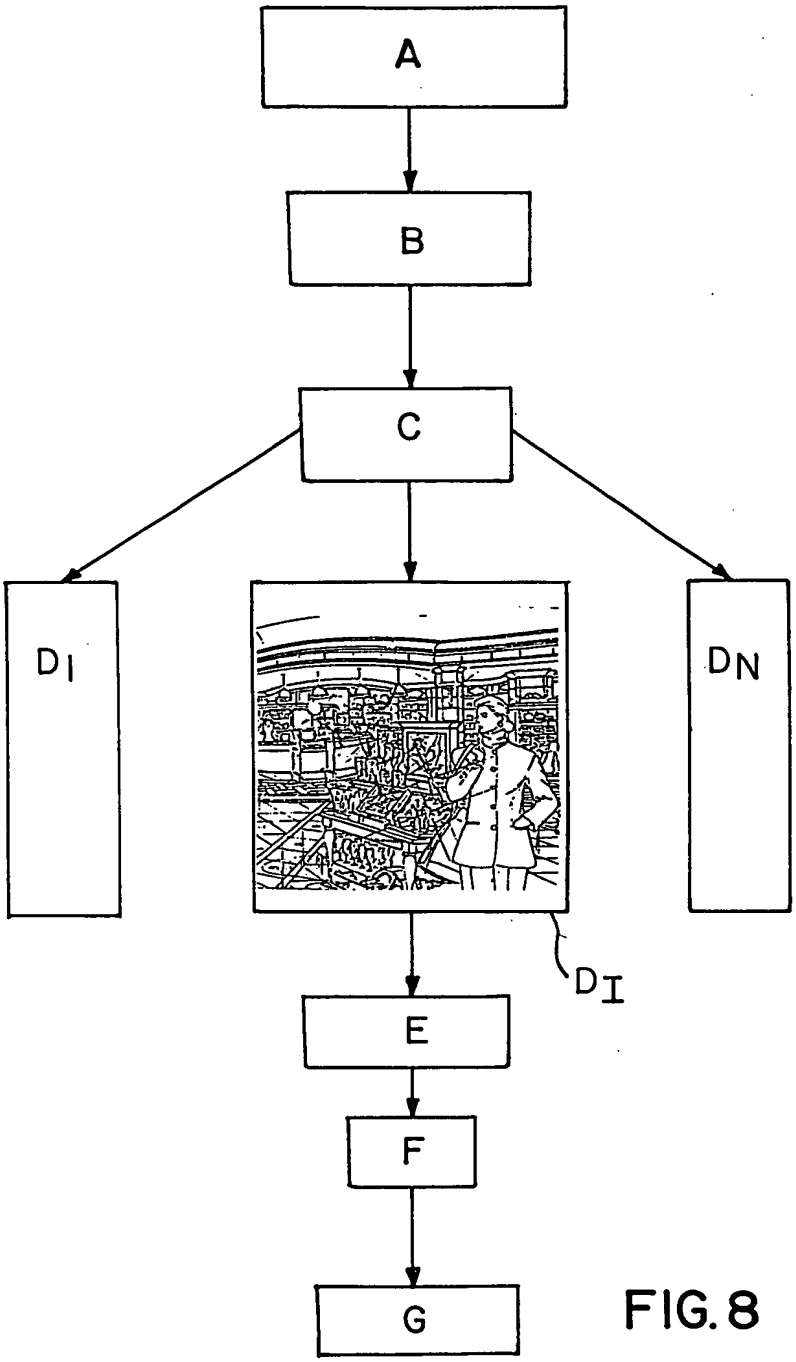

FIG. 8

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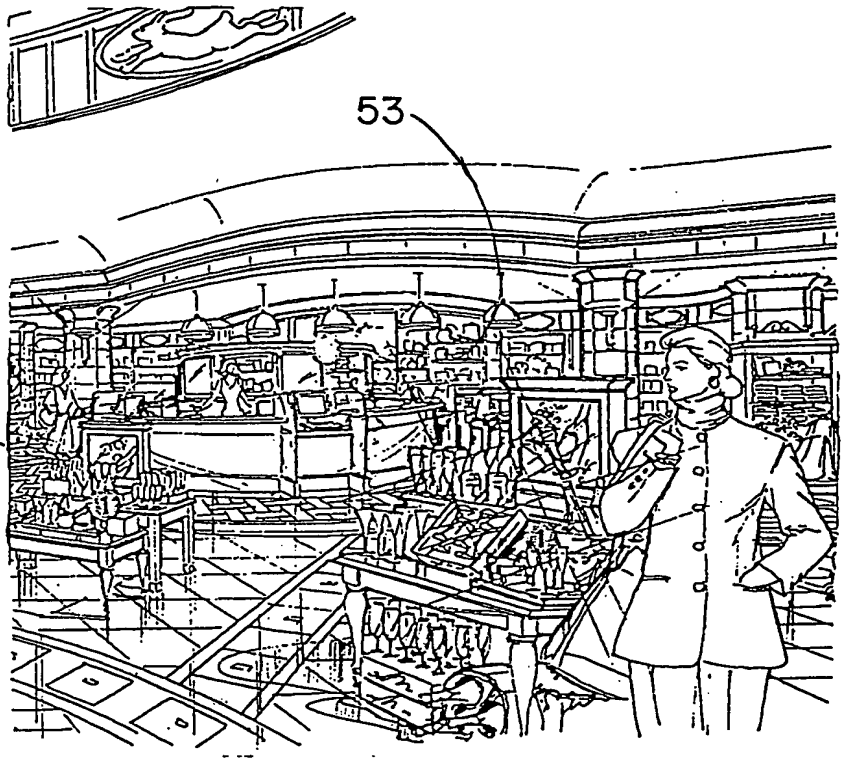

Fig. 9

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Fig. 10

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Fig. 11

T02290" 8hTh8760

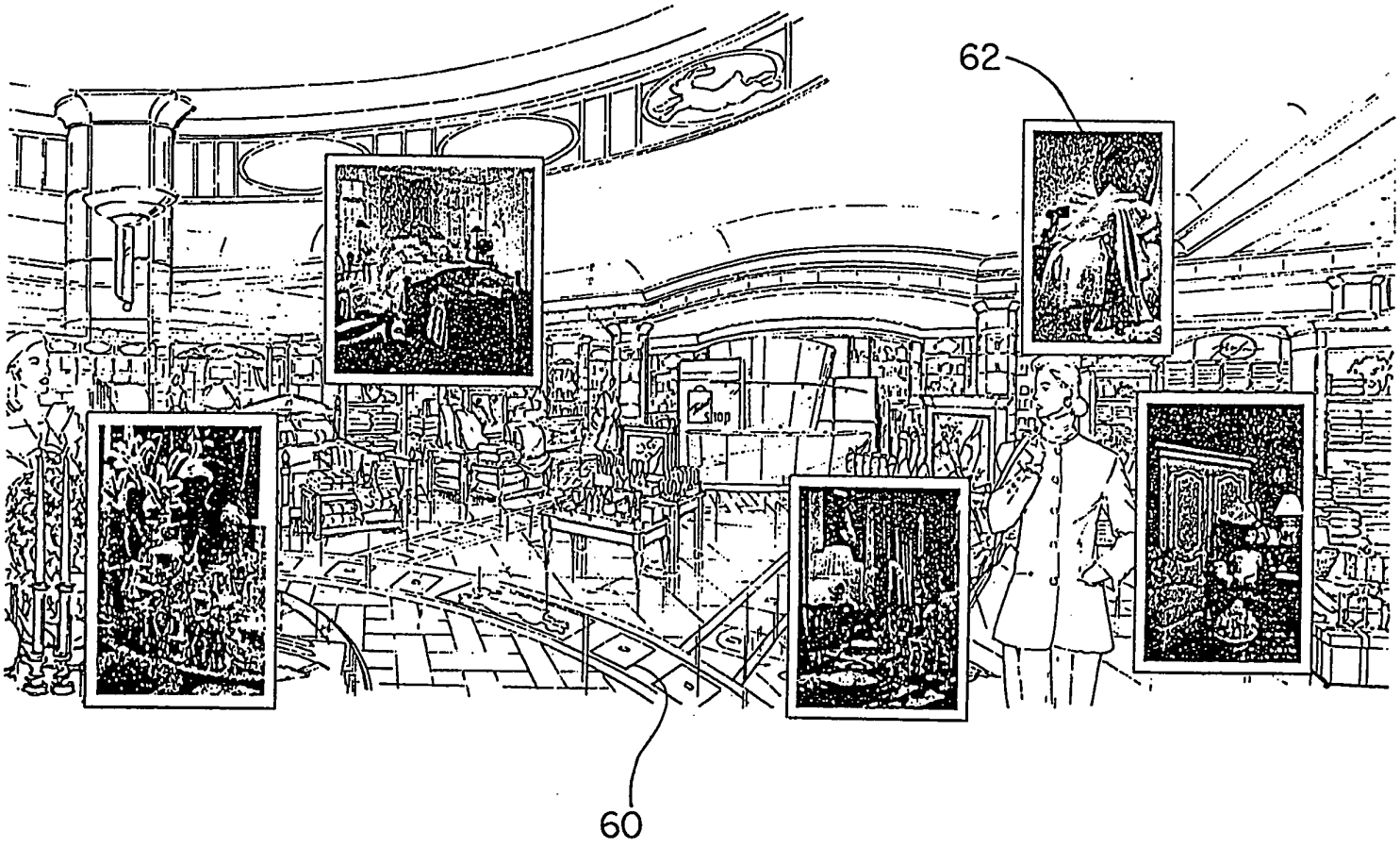

Fig. 12

T02290 8hTh8760

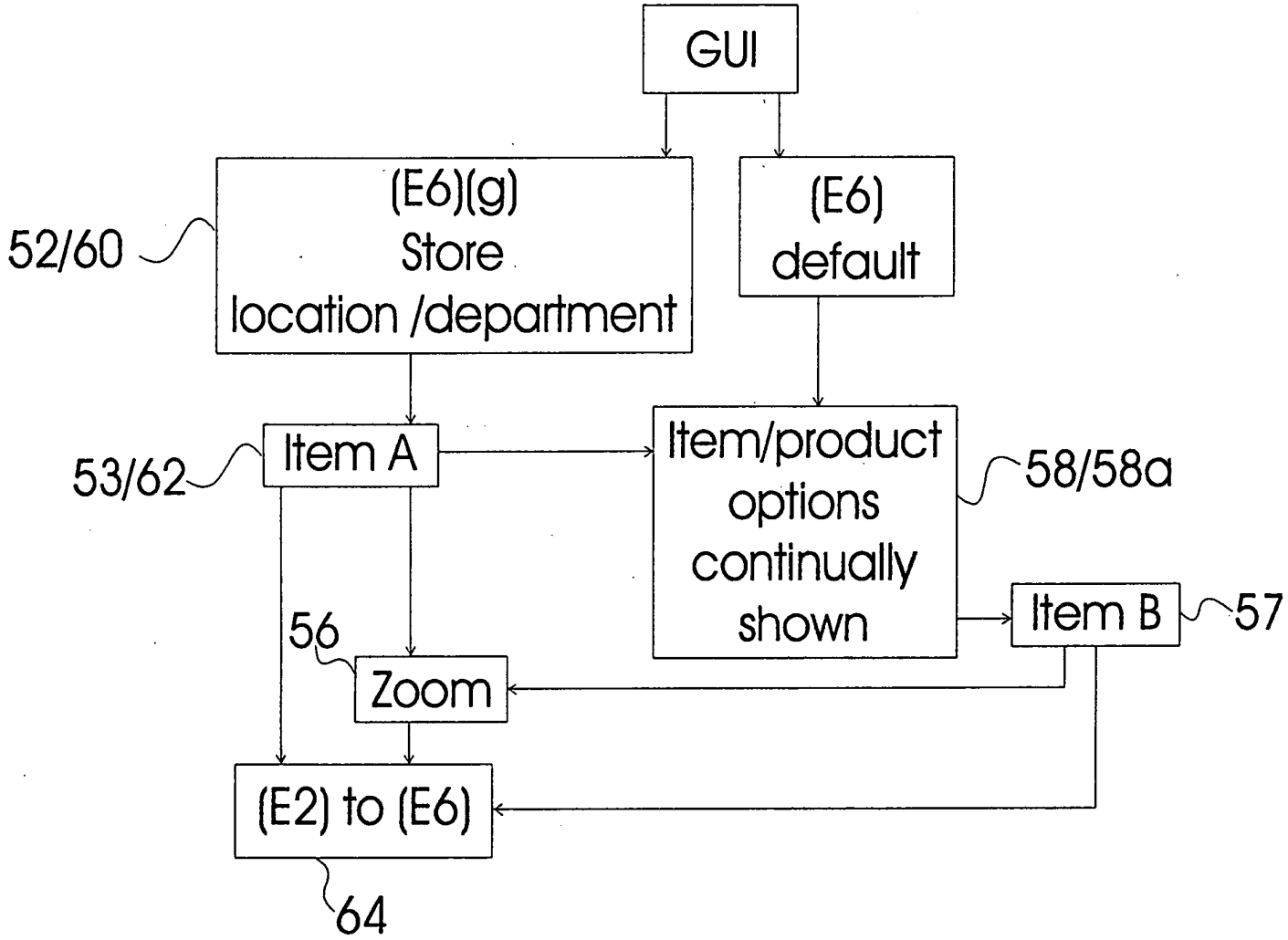

Fig. 12A

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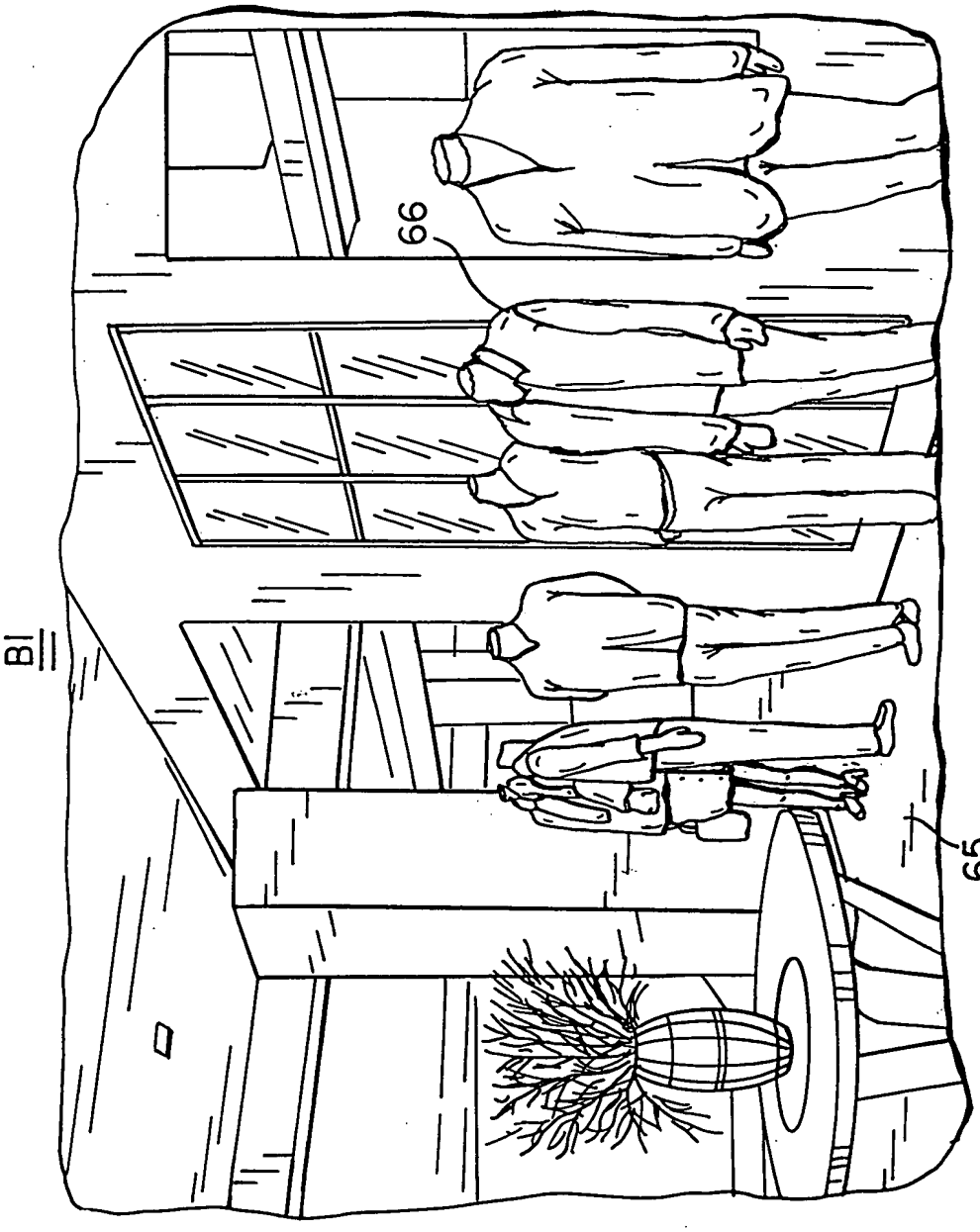

FIG.13

EP 0 784 848 B1

FIG.14